



No.1
SALON
COLOR
BRAND IN THE
WORLD*

SUSTAINABLE SALON

How to improve your
salon's sustainability

*Based on Wella Master Brand USD sales on the 2022 Salon Hair Care Study for the hair coloring products category published by Kline.



IN THIS GUIDE YOU WILL LEARN **INFORMATION** AND **TIPS** ON HOW TO IMPROVE YOUR SALON'S SUSTAINABILITY!

What sustainable actions are you taking already?

- ☑ **IN YOUR SALON?**
- ☑ **AT HOME?**

Recycling? Minimizing single-use items?
Thinking about water or electricity usage?



GREEN IS THE NEW BLACK!



DID YOU KNOW?

Beauty is the top category where consumers consider brand ethics while making a purchase. They want to choose beauty products that are more clean and green. More and more the focus will come towards salons too. By communicating what are your salon's actions for sustainability, it can actually be a competitive advantage for your salon!

IT'S A WIN-WIN FOR EVERYONE!

- ✓ Not only that, acting sustainably is the right thing to do and good for the environment, with some easy practices you can actually save money too, for example with lower water & electricity costs.
- ✓ Clients appreciate sustainable actions so you might gain better client loyalty.

ACTIONS WE ARE TAKING IN WELLA



✔ **PRODUCT FORMULAS**



✔ **LESS & BETTER PACKAGING**



✔ **MORE SUSTAINABLE MANUFACTURING**

DID YOU KNOW...

You can learn more about Wella's **sustainable choices** from the Wella Company Environmental and Social Impact Report.

WHAT CAN YOU DO?

YOU CAN MAKE YOUR SALON MORE SUSTAINABLE WITH EASY HABIT CHANGES

- ✔ It's important to understand how with small habits we can make a **BIG IMPACT**. Reducing water usage by minute does not seem a lot, but once we do these changes in our everyday, they make a big impact! When a person takes a sustainable habit, typically the others follow. So by showing best practices, you can inspire others too.
- ✔ For example, a small change in salon habits can contribute to big savings in energy and water consumption.



SMALL HABITS BIG IMPACT

OUR FOCUS AREAS...

✔ **SAVE
ENERGY**



✔ **SAVE
WATER**



✔ **MANAGE WASTE**



✔ **OTHER TIPS**





SAVE ENERGY

**First, lets look at how to save energy
in salon environment...**

Do you know what makes the most of energy
consumption in salon (and home too)?

TURN DOWN THE HEATING

Most of the energy costs are coming from heating water or room temperature!



✓ LOWER WASHING TEMPERATURE WHEN POSSIBLE

Most of the energy used by a washing machine is due to heating the water. Lowering the washing temperature will reduce the energy use significantly. Consider washing laundry in 40°C instead of 60°C. Use eco program if your machine has one.

✓ LOWER ROOM TEMPERATURE

Lowering the room temperature by just 1°C can reduce energy by 5-10%.

✓ LUKEWARM INSTEAD OF HOT WATER

Use lukewarm water instead of hot water for rinsing. It is sufficient to remove dirt efficiently.



USE COOL WATER TO FINISH RINSING

Due to costs associated with water heating, cool water is two to three times cheaper than warm water. In addition to energy savings, it also refreshes and closes hair cuticles, promoting hair shine! Moreover, you can share the benefits of using cool water with clients.



USEFUL TIPS FOR LIGHTING

**Good lighting is essential in salons.
It is also a relevant part of
energy consumption.**

✓ **MAXIMIZE NATURAL LIGHT**

✓ **REPLACE HALOGENS
WITH LEDS**

A typical halogen bulb uses ten times more energy than an equivalent LED light! Modern LED lights have different warmth tones and even mimic natural light.



**DID YOU
KNOW...**

The EU banned halogen bulbs for consumer use back in 2018. So, most light bulbs sold in Europe are LEDs by default.

USE ELECTRICAL APPLIANCES EFFICIENTLY

✓ **SWITCH UNUSED EQUIPMENT OFF**

✓ **USE AIR-CONDITIONING WISELY**

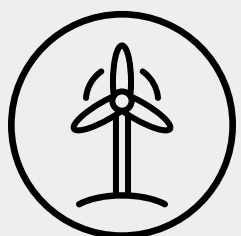
Use air-conditioning wisely, as natural ventilation is sufficient most of the time. If it's needed, perhaps it is enough to have air-conditioning on only during some part of the day?

✓ **SWITCH TO ENERGY-EFFICIENT WASHING MACHINE**

For example, a washing machine that has A++ or A+++ energy rating uses 25-40% less energy than A-rated machine.



CHOOSE RENEWABLE ENERGY



Contact your electricity supplier to check if you can switch to renewable energy sources like solar, wind or geothermal. This is also something you can mention to your clients! Most renewable energy sources produce little to no global warming emissions such as carbon dioxide (CO₂).





SAVE WATER

**Salon services need water,
but with mindful use you
can save a lot of water!**

SAVE UP TO 6 LITRES OF WATER, EVERY COLOR SERVICE!

✔ 9048 LITRES OF WATER SAVINGS PER SALON IN A YEAR

*based on UK average number of color services per salon per day: is 5.8



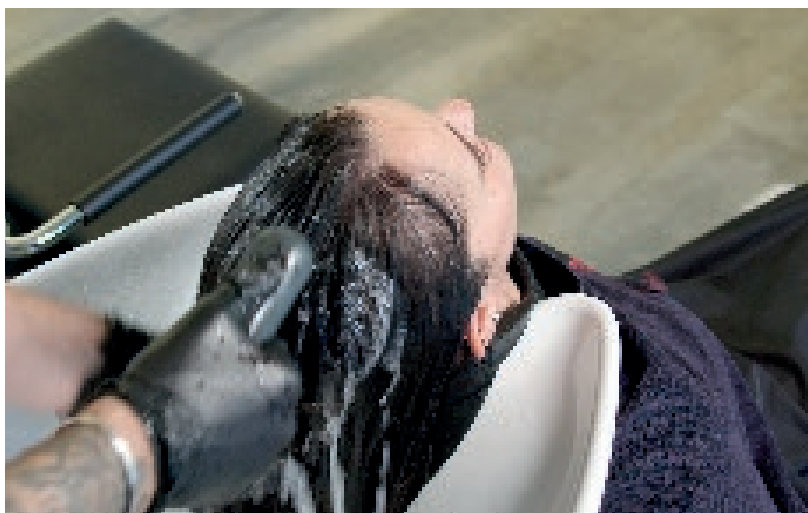
STEP 1

At the end of the color development, mist or lightly dampen the hair with water.



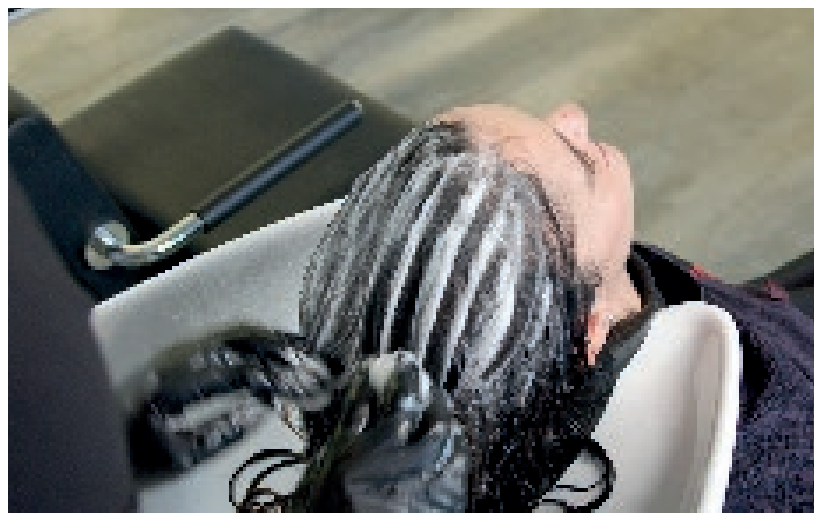
STEP 2

Emulsify the whole scalp (not just the hair line) for 30 seconds to loosen the color before rinsing.



STEP 3

Lightly rinse the hair, turn the tap off and emulsify for 30 seconds. Repeat process until color is removed.



STEP 4

Shampoo. Repeat the emulsifying & rinsing until shampoo is removed. Condition with Color Service Post Color Treatment.

DID YOU KNOW...

Heating water, and water consumption, can be some of the biggest costs to salons. Typically, washing off a client's color uses, on average, 31 litres of water. It's easier and faster to remove Wella color, if you thoroughly emulsify the color before washing.



SMART USE OF TOWELS

- ✓ Only do the laundry when the machine is full. The amount of energy & water used is similar whether the machine is full or half-full.
- ✓ Choose eco-friendly laundry detergents.
- ✓ If you use single-use towels, ensure that they are biodegradable and, if possible, recyclable.

DID YOU KNOW...

Biodegradable towels are often marketed as sustainable. However, they are still single-use items (not recyclable), which is not the best option in terms of sustainability. If they would be recyclable material (e.g. with cardboard), only then they would follow the circular economy principle, which would be better for the environment vs. single-use. **Normal towels do require water and electricity when washed; however, they are used for a relatively long time.**

GLASS



METAL



MANAGE WASTE

Recycle, re-use, reduce.



RECYCLE RE-USE REDUCE

RECYCLE!

- ✓ Start recycling by getting clearly labelled recycling bins:
 1. Paper & cardboard
 2. Plastics
 3. Glass
 4. Aluminum: hair coloring tubes and foils
- ✓ Involve whole staff to recycle!



INTERESTING FACT:

Aluminum is an infinitely recyclable material, and it takes up to 95 percent less energy to recycle it than to produce primary aluminum, which also limits emissions, including greenhouse gases.

DID YOU KNOW...

Aluminum foil can be recycled “dirty” with lightening or color product, it doesn’t need to be washed beforehand. During the recycling process, aluminum is melted at a very high temperature, where any product remnants will be diminished.

THINK WHAT YOU CAN RE-USE

- ✔ Do you use the clear sheets in balayage services? Do not throw them away – these can be used in multiple times. Rinse them with water and “slap” them inside of a cupboard door to dry! Remove them when they’ve dried.



REDUCE WHEN POSSIBLE

- ✔ Ban single-use plastic. Do not use single-use cups, plastic gowns etc. which can be replaced with more sustainable options.
- ✔ Reduce aluminum use by using more freehand services.
- ✔ Reduce the use of paper – go digital whenever you can.
- ✔ When possible, choose products that are made with recycled and recyclable materials.
- ✔ Re-fill products when possible.

SHOW CLIENTS YOU'RE GREENER

No more plastic bags – offer pretty paper bags instead of plastic ones.

Do not use single use cups for clients, buy nice glasses or mugs instead.



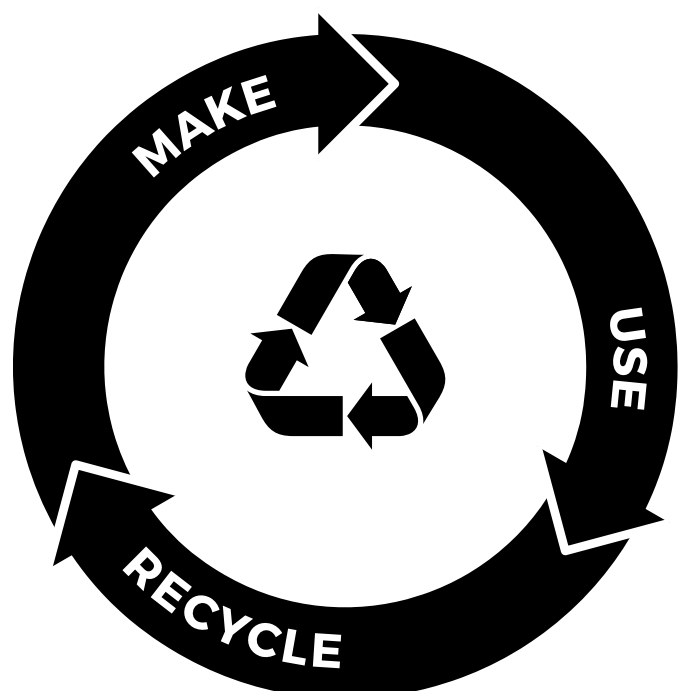
MORE SUSTAINABLE PACKAGING

Many of our products are made using recycled plastic and are also recyclable.



WHY PLASTIC?

Plastic is chosen material for most of beauty products as it's light, robust and safe. If it is recycled, it does not create waste but the material is used again.





**OTHER
TIPS TO GO
GREENER**

OTHER TIPS TO GO GREENER

- ✔ Use interior plants that purify the air.
- ✔ Use natural elements like wood or natural fabrics to “soften” the interior and make the space cozy.
- ✔ Offer plant-based dairy alternatives (e.g. oat milk, almond milk or soya milk) for your clients’ coffees. This is vegan-friendly and also more sustainable option: For example, the production of oat milk results in 80% lower green house gas emissions and 60% less energy use compared to cow’s milk!



Wood, plants and cotton textiles, soften the interior and make it feel cozy.



Many common plants like Spider Plant, Peace Lily and Aloe Vera are known for purifying air!

TRACK THE CHANGES YOU MAKE

BY COMPARING WATER AND ELECTRICITY USAGE AND INVOICES

HOW CAN YOU COMMUNICATE SUSTAINABILITY IN YOUR SALON?

You can talk to your clients about the changes you've done and how sustainability is part of your salon's principles.

Inform your salon's sustainable actions on your social media postings!



FOR EXAMPLE...

- ✓ Single-use plastic ban in your salon.
- ✓ How you recycle.
- ✓ Use of renewable energy.
- ✓ How about helping your community, e.g. Supporting local children's association or animal shelter?

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